

CLAIMS

What is Claimed is:

- 1 1. A method of selling a putter complete at point of purchase to a golfer
2 comprising the steps of:
 - 3 (a) providing the golfer with instruction on how to select a putter from a group of
4 putters having a variety of different hosel offsets;
 - 5 (b) providing the golfer with a visual indication of whether the bottom of said
6 selected putter is substantially parallel to a horizontal plane;
 - 7 (c) providing the golfer with a bending bar and instructing the golfer on how to
8 use a vise for holding the club head and the bending bar for:
 - 9 (i) adjusting the lie angle so that the bottom of said selected putter is
10 substantially parallel to a horizontal plane;
 - 11 (ii) adjusting the loft angle so that the loft angle is approximately 3° from
12 a vertical plane;
 - 13 (d) providing the golfer with a selection of weights, said selection of weights
14 including individual weights constructed and arranged to be mountable to the bottom of the
15 putter head;
 - 16 (e) instructing the golfer on how to mount a selected one of said individual
17 weights to the bottom of the putter head;

18 whereby, a golfer is able to customize a putter to his/her physique and playing style at
19 the point of purchase

1 2. The method as defined in Claim 1 further including the steps of repeating step
2 (c)(i) and (c)(ii) until the feel of the putter is satisfactory to the golfer.

1 3. The method as defined in Claim 1 wherein the group of putters having a
2 variety of different hosel offset angles further includes putters having different head styles
3 and different shaft lengths.

1 4. The method as defined in Claim 1 wherein step (a) is preceded by the steps of
2 determining the left/right aiming tendency of the golfer and providing the golfer with advice
3 on the type of offset needed to correct the left/right aiming tendency.

1 5. An in-store display device for assisting a golfer with the purchase of a
2 customized putter, said device comprising:

3 means for displaying a group of un-customized putters having a variety of different
4 offset angles to the golfer so that the golfer may select one of said un-customized putters;

5 means for providing the golfer with a visual indication of whether the bottom of said
6 selected putter is substantially parallel to a horizontal plane;

7 a vise constructed and arranged for holding the head of said selected putter;

8 a bending bar to be used with said vise for:

9 (i) adjusting the lie angle to match an individual's natural stroke plane
10 and ensure that the bottom of said selected putter is substantially parallel to a
11 horizontal plane;

12 (ii) adjusting the loft angle so that the loft angle of said selected putter is
13 optimum for each unique individual at approximately 3° at putter head impact with
14 golf ball from a vertical plane;

15 a scale for assisting the golfer in setting the lie angle;

16 means for adjusting the weight of the putter head;

17 whereby, a golfer is able to customize a putter to his/her physique and playing style
18 in-store.

1 6. The device as defined in Claim 5 wherein said group of putters further
2 includes putters having a variety of different head styles and a variety of different shaft
3 lengths.

1 7. A system for assisting a store salesperson in selling a putter to a golfer, said
2 system comprising:

3 a selection of preformed putters, said selection of preformed putters having a variety
4 of different offset angles;

5 instructions on how to select an offset angle;

6 a visual system for determining if the bottom of the putter is substantially parallel to a
7 horizontal plane when the golfer holds the putter in a manner used to make a putt;

8 means for adjusting the lie angle of the putter shaft with respect to the club head;

9 means for adjusting the loft angle of the putter head with respect to the shaft;

10 whereby, the salesperson is able to assist a golfer in customizing a putter to his/her
11 physique and playing style.